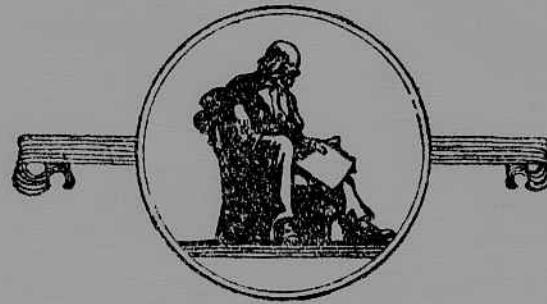


# The TRIBUNE IN 1921

## 2<sup>nd</sup> IN NATIONAL ADVERTISING



THE twelve newspapers of general circulation published in New York City have a combined circulation of over 2,900,000 on weekdays. The five Sunday newspapers of general circulation over 2,500,000.

Hundreds of manufacturers selling nationally use these great Daily and Sunday Newspapers. In the combined judgment of National Advertisers The Tribune ranks second in the New York Market—as these figures from the Statistical Department of The Evening Post show—

### National Advertising Lineage

#### Totals for 1921

1. Times	3,926,140
2. TRIBUNE	2,114,306
3. Herald	2,104,002
4. American	1,887,866
5. Sun	1,875,195
6. World	1,842,162
7. Journal	1,736,762
8. Globe	1,381,691
9. Eve. World	1,302,464
10. Eve. Post	1,045,764
11. Mail	827,104
12. Telegram	547,330

The Tribune's 2,114,306 total does not include 320,273 lines of Steamship and Travel Advertising. Until The Tribune's Shipping and Travel Guide was started this classification had always been counted as National Advertising.

IN 1914 The New York Tribune inaugurated an advertising policy new to the advertising world. This policy guarantees all merchandise advertised in The Tribune. This guaranty published every day on the Editorial Page reads:

"You can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case THE TRIBUNE guarantees to pay your money back upon request. No red tape. No quibbling. We make good promptly if the advertiser does not."

In 1915 The Tribune was 12th among New York Newspapers in volume of National Advertising. The figures from the Statistical Department of The Evening Post show—

### National Advertising Lineage

#### TOTALS FOR 1915

1. Times	1,693,756
2. World	1,303,365
3. American	967,847
4. Herald	961,973
5. Globe	947,642
6. Sun	903,370
7. Journal	791,992
8. Sun	702,437
9. Eve. World	666,195
10. Mail	629,027
11. Eve. Post	614,406
12. TRIBUNE	612,974
13. Telegram	340,562
14. Press	304,196

In six years The Tribune has moved up from 12th to 2d place.

During this 6 year period The Tribune's circulation increased more than 100%. The Tribune's policy of guaranteed advertising has created a reader confidence that means unusual responsiveness to advertising in The Tribune. And Tribune readers have the means to buy what they want.

*The Better the Neighborhood the Bigger the Tribune Circulation*

# New York Tribune

*First to Last the Truth: News — Editorials — Advertisements*